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**MODERN MERCHANDIZING**



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ONE YEAR'S ACTIVITY BY THE BOSTON EDISON  
COMPANY IN PROMOTING THE USE OF CURRENT-  
CONSUMING DEVICES, AND THE RESULTS

*By*  
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# Modern Merchandizing

ONE YEAR'S ACTIVITY BY THE BOSTON EDISON CO. IN PROMOTING THE USE OF CURRENT CONSUMING DEVICES AND THE RESULTS

**D**URING the year of 1912 The Edison Electric Illuminating Company of Boston entered into the most important campaign that it had yet undertaken, in promoting the use, among its customers, of current consuming devices. The individual features of this campaign are summarized below and the more important are described later in detail.

## THE BOSTON 1912 ELECTRIC SHOW

That year saw The Boston 1912 Electric Show, the greatest exposition of its kind ever held. This Show was run at a cost of over two hundred thousand dollars, and, although the books naturally showed a deficit at the end, this was more than made up for by the enormous educational value of the exposition. Over three hundred and fifty thousand people paid admission at the doors of Mechanics Building during the four weeks of the Show and were shown the varied applications of electricity to domestic and commercial uses.

## ELECTRIC VEHICLE CAMPAIGN

The country-wide attention that the Boston Edison has brought to the electric vehicle through the medium of The Electric Motor Car Club of Boston has increased the sales of motor cars in New England and has added materially to the income of the Company. The Electric Motor Car Club was organized in 1911, and through the cooperation of the dealers, manufacturers and the Edison Company, has developed into a live organization that has done things and will continue to do them. Many victories have been won by the electric truck owners of Massachusetts in the legislature through the help and loyalty of the Club.

During the past year seventeen new agencies for electric vehicles were taken



The Edison Clock

in Boston, and the sales of these cars increased over ninety per cent.

The New England Section of The Electric Vehicle Association of America has become closely allied with The Electric Motor Car Club, and these two organizations have done a tremendous amount of work towards making Boston an electric vehicle city.

## MASSACHUSETTS INSTITUTE OF TECHNOLOGY

During this electric vehicle campaign the Boston Edison authorized an expenditure of \$7,500 by the Massachusetts Institute of Technology to enable it to carry on investigations of various sorts to determine the cost of operating electric vehicles under all kinds of conditions. These investigations have been carried on year after year and have been of enormous advantage to the electric vehicle industry. The recently announced department of investigation inaugurated with a \$100,000 endowment at the Massachusetts Institute of Technology is admittedly a direct result of the researches carried on by them for The Edison Company.

## FARM OF EDISON LIGHT AND POWER

Perhaps the most unusual method of attracting the attention of the public has been by means of "The Farm of Edison Light and Power." The outlying districts supplied by the Boston Edison are mostly devoted to small scale farming and market gardening, and the Company sought to interest them in the farming implements that could be operated from their lines at low cost to the consumer. The Farm itself is a portable affair, being housed in a huge tent, and is making the rounds of all of the small towns where farming of any kind is undertaken. It contains practically every farming implement and appliance that is made to operate by an electric motor, and many sales are being reported. The amount of these sales and the number of people visiting the Farm have been very gratifying to the Company in view of the natural slowness of the New Englander in taking up new and different methods of operating his industries.

## HOUSE OF EDISON LIGHT

The "House of Edison Light," which by this time is well known throughout the whole country, was built by The Edison Company to educate the housekeeper in the use of electricity in the home.

This House is also portable, and is moved around the Edison territory by means of electric trucks, similar to the Farm. In this way it has been able to reach all classes of customers and has brought home to the house owner, in a more striking manner than by any other possible method, the feasibility and economy of using electric appliances.

## LECTURE BUREAU

During the last year the Company entered seriously upon a campaign to promote the use of devices by giving lectures before gatherings of dif-



ferent kinds. The Company had tried out this scheme a few years before and the results had been so gratifying that they decided to enlarge upon it and give lectures before any society, club or gathering that would like to hear them. The lectures have stirred up a great deal of interest and have all been very well attended. An addition to this lecture bureau is a corps of demonstrators that accompany the lecturers and give a practical demonstration of the use of the various appliances. This lecture division also had full charge of three "May Breakfasts" that were given by suburban churches.

It is the intention of the Company to increase the number of lectures and demonstrations next year and give the talks only before gatherings of one hundred or more people. Already the Superintendent of Advertising has booked a large number of lectures for the coming season and is sending out special letters to the many societies and gatherings to meet next winter, offering to give them a free evening's lecture and demonstration.

## ELECTRIC RANGE CAMPAIGN

During the month of July the Appliance Department inaugurated a



A Corner of the Appliance Shop



Sign on Somerville Station

plan of selling to the Company's customers electric cooking ranges at a very low price, to be paid in instalments. The plan followed was to obtain a selected list of prospective range customers. Letters were sent out to these accompanied by a booklet prepared by the manufacturer of the range. If the first letter did not bring any results, follow-up letters were sent out. The proposition offered by the Company is to sell to the customer a No. 7 Simplex Electric Range, which costs \$100 for \$60, to be paid in ten monthly instalments, each to be added to his monthly bill. The customer has to do the wiring at his own expense. These monthly payments give the customer ample time to determine whether he likes the range or not.

If he does not like it, he can return it at any time during the ten months, but the payments he has already made are kept by the Company to pay for the cost of putting the range back in saleable condition.

The Appliance Department has made arrangements with a wiring concern to put in the installations for a flat price. This price is lower than the customer could get it done for by a local wiring man. This price (\$33.00) includes all necessary wiring to operate the range, including pilot lamp, etc., on all installations within twenty-five miles of the State House.

This campaign has just been started at the time of this writing, so it is impossible to tell what the results will be.

### FLATIRON CAMPAIGN

For the last five years The Boston Edison has carried on a flatiron campaign among its suburban customers. In the Spring of the year it sends out return postals to all of its out-of-town house customers, offering to send them a flatiron for thirty days trial. They were given their choice of a three or six pound General Electric or Simplex Iron. Last year the three pound iron was not given, as it was found that very few wished for one. If the customer were satisfied with the iron, he could be billed for it at \$4.50 by returning an order which had been sent him at the end of the first month.



In 1912 over 22,000 postal cards were sent out. Over one thousand of these were returned asking for an iron. Over ninety per cent of the irons sent out were sold to the customers at the end of the month. This thirty days was extended in some cases to sixty and even ninety days. In these few cases the customer did not return either iron or order, and it was necessary to make a canvass of all these. In most cases the agent came away with an order.

The results of this campaign are always successful and it is the intention of the Company to keep it up next year.

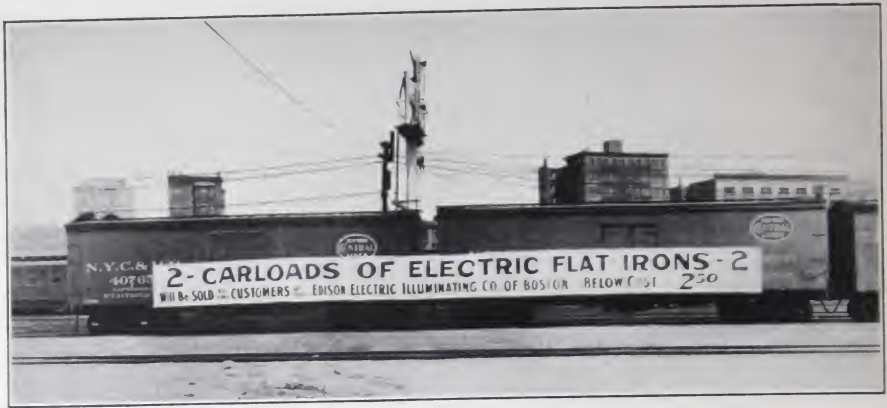
## APPLIANCE STORES

In addition to all these lines of activity, The Boston Edison maintains stores where a complete stock of the latest electrical appliances may be had. The main shop occupies two large rooms under the Edison Building at No. 39 Boylston St. They also have five branch shops in Newton, Hyde Park, Waltham, Lexington and Chelsea, at a distance of from five to fifteen miles from the center of Boston.

The Appliance Department, which operates these shops, gives free demonstrations at the homes of the customers, and for this purpose it has



Newton and Watertown District Office



Two Carloads of Flatirons

a "Flying Squadron" who not only give such demonstrations, but also canvass sales for the Company.

### ELECTRIC SIGNS

The Company also maintains signs throughout Boston and its suburbs advertising light and power. The most prominent of these is the large Edison clock on Boylston St. This clock is the largest sign clock in the world and was put in operation during The 1912 Boston Electric Show last October.

This clock has a height of fifty-eight feet and a width of fifty-four. The diameter of the dial itself is thirty-four feet. The minute and hour hands are eighteen and fourteen feet long respectively. The whole sign itself has 6300 lamps; most of them 5-watt 12-volt tungsten sign lamps with series-multiple wiring. A few lamps are 110-volt with larger candle-power to give a brighter effect than the rest. The weight of the entire sign is seventeen tons, while the hands weigh 1400 lbs. The clock has not the customary tower clock equipment with weights, etc., but is operated from an eight day master clock with a Seth Thomas movement. This master clock is situated on the second floor of the building on which the sign is placed so that weather conditions and high winds cannot affect the time. This small clock is arranged to close the solenoid circuits, which in turn operate relay switches, thereby turning on a small 1-20 H.P. motor which revolves the minute and hour hands proportionately. The mechanism has an automatic throw-out so that the minute shaft can make only one sixtieth of a revolution each minute and when controlled by the Seth Thomas pendulum movement must keep in exact step and regulate the time as indicated by the master clock. Collector rings are used to supply current to the hands. It is planned to keep this sign in operation for many years to come, having leased the roof until 1922.



The Company has built and operates ten different signs, one in each of the following towns: Chelsea, South Framingham, Natick, Hopkinton, Ashland, Holliston, Norfolk, Walpole, Waltham and Canton. These signs are run in co-operation with the Chambers of Commerce of these towns and advertise cheap electric power and suitable locations for factory sites.

In addition to these signs there is a large one near the South Station easily seen from all trains entering or leaving the city. The company also has a few signs on prominent corners in the suburbs of Boston advertising light and power.

## PAY STATIONS, MAZDA LAMPS, ETC.

The pay station system of the Boston Edison Company was inaugurated for the convenience of its customers. The Edison territory covers 597 square miles with a population of 1,500,000 people and feeds forty different towns. To cover this large area there are thirty-six pay stations where customers may pay their bills. A few of these stations also take new applications for electric service but the primary object of the pay station is to have a prominently located place where customers can conveniently come to settle their accounts.

Six years ago this Company began to furnish Mazda lamps to its customers at an excess charge of \$1.10 for 40- and 60- watt lamps. Today this price has gone down to 14 and 16 cents for these sizes of lamps, while lamps of over 60 watts are given free. This decrease has been slow but each year the Company has been able to announce a change in the excess charge. The Company has always furnished carbon lamps free of charge to its customers, but has never before given free Mazda lamp renewals. These lamps can be obtained at the main office, at the different stores of the Company, and at four stores owned by electricians and wiring concerns who have special arrange-



Sign at Newton



ments with us to sell lamps to our customers. On the next page is a table showing decrease in prices of Mazda lamps.



The Great Clock Sign in Process of Construction

TABLE SHOWING DECREASE IN PRICES OF MAZDA LAMPS

Wattage	Jan. 15 1908	Apr. 22 '08	May 25 '08	Oct. 26 '08	Oct. 25 1909	Apr. 1 1910	Dec. 22 '10	Apr. 1 1912	June 1 '12	Aug. 1 1913
5					.35	.25		.25	.20	
15								.35	.25	.25
25				.60		.45		.35	.25	.18
40		1.10	1.00	.75		.45		.35	.25	.16
60		1.10	1.10	.90		.55		.45	.35	.14
100	1.10	1.10	1.25	1.10		.65		.50	.40	Free
150						.90		.75	.65	Free
250				3.00	2.25	1.15		1.00	.90	Free
400							2.25	2.00		Free
500							2.25	2.00		Free





*The 1912 Boston Electric Show*



## The 1912 Boston Electric Show

**I**N the Fall of 1909 the Management of The Edison Electric Illuminating Company of Boston decided that the time had come for Boston to have another Electric Show, and they immediately perfected an organization to bring out The 1912 Boston Electric Show. The plans were so elaborate that they decided it would not be feasible to have it before 1912, as that would give them two full years to gather together the many manufactures and exhibits which the Show would need to make it an entire success. As it turned out the two years was hardly time enough to solve some of the problems that were brought forward for solution by the Show Management.

The first problem was to pick out the best time of year to hold a show. October was finally chosen because it had been for years the show and convention month of Boston, and also the month when all New England visits Boston to do its annual shopping.

The next step was the leasing of Mechanics Hall, the largest permanent exposition structure in the Country.

The aim of the Management was to collect together, under one roof, representations of every practical and economical, as well as novel, application of electrical service. In order to do this it was necessary to get people all over the world interested in the project and to get from them information concerning anything that they had in the electrical line that was new, or anything that they had heard of anyone else having that was of interest. To interest the people and get this information, a page advertisement was inserted in the leading electrical papers of England, Germany, France, Austria, Italy and Japan. Part of this advertisement was as follows:



Main Entrance

“The Management of this Electric Show are searching the World over for information about the use of Electric Light, Heat and Power in every trade, industry or other possible field of application.

“The Management especially wish to learn about every unique, novel or exceptionally economical use of Electric Service that has been found practical anywhere in the World.





Setting for Electric Vehicle Exhibit

"The Management are quite sure the many esteemed and experienced friends of progress in electricity in foreign countries know things in this line never heard of in America, and sincerely hope to hear from many of them."

Many valuable and interesting suggestions were received by the Show Management as a result of this activity.

In addition to these advertisements, letters were sent out to all the diplomatic and consular representatives of the United States Government in all the foreign countries, calling attention to the Show and asking them to interest the people in their countries in the proposition, and to evoke their aid in discovering new and interesting devices. Letters were also sent to a long list of friends and acquaintances in foreign countries who had entertained Boston Edison people, or had been entertained by them, asking them to spread the news about the Show where it would do the most good.

Accompanying each one of these letters was a package of advertising matter. The question of publicity is one of the most important problems of any show, and in this case the publicity started at the time the Show was organized and was maintained throughout on the same broad scale and in the same intensive way just described.

Nothing was overlooked in this quest for information, and records, Government archives, libraries, reference bureaus and clipping bureaus were ransacked for information and suggestions.

Representatives of The Edison Company attended conventions all over the country and left behind them a trail of posters, red stickers and an interest in the proposition that was most encouraging. During the summer preceding the Show, personal letters were sent to the proprietors of every hotel and boarding house in New England; with these letters was a request that the posters, blotters and stickers that accompanied the letters be distributed for the information of their guests. This request was complied with almost without exception. Every post office, garage, general store, newsdealer and auto agent in New England received a similar letter with a similar request. Hundreds of letters poured into the Management, expressing pleasure at being able to co-operate in such an enterprise.

Every Central Station in New England (and there are over 370) were very great helpers by co-operating in the Show because of the benefits they must receive from such an educational enterprise.

Along with these Central Stations were all the wiring contractors, supply dealers and manufacturers in the electrical business. It was estimated



A Corner of the Grand Hall (German Village Houses)





Main Aisle—Grand Hall Facing Band Stand (Painting, Castle on Rhine, in Background)

that the letters and advertising matter sent to New England alone reached 10,000,000 people.

Special rates were offered by the different steamship and railroad lines during the Show month to bring the people of New England to Boston. In New England alone, a dozen steamship excursion rate periods were in effect, during the Show, between Maine and Boston; about ten similar periods on the Maine Central Railroad, and thirty on the Boston & Maine and Boston & Albany systems.

While all this activity was going on, plans for the interior and exterior decorations and street lighting were being worked out.

Many plans for the interior were submitted by numerous decorating concerns, and the contract for this was let about a year before the Show opened. Work was immediately begun on these decorations and a small army was engaged to build and paint the various decorations. These were all built to scale so that when the time came to set them up in the building no delay was encountered, and they were put together the same as a knock-down house.

The street illumination plans were perfected after many months of ex-



periment. As the scheme was finally laid out, Huntington Avenue from Copley Square to Massachusetts Avenue—three-quarters of a mile—was a blaze of light. On each side of the Avenue there were forty-four artistic lamp fixtures; the two fixtures at each end carried thirteen special flame arc lamps, each about 2,000 candle-power; the remaining forty each had four large arcs of the same candle-power. The coloring of the clusters was a combination of pale green and pale pink, obtained from special carbons.

The outside of the building was outlined on all sides by incandescent lamps. The whole front was a solid mass of lamps in varied colors and special designs to give a mosaic effect. In all, there were 45,000 lamps on the exterior of the building. The top of the tower at the northern end was covered with 1,384 20-watt lamps and by means of a flasher gave the impression that the whole tower was revolving at high speed. On the rear of the building there was a roof sign bearing the words "Electric Show." This sign was 270 feet long and 17 feet high, and contained 750 20-watt lamps spaced 8 inches apart. The decorations on the rear and West Newton Street sides of the building were long festoons of lamps in which "Elb lighting" played an important part.

The interior lighting was planned to conform to the different types of



Main Aisle—Grand Hall Looking toward "Mazda" Castle

## Modern Merchandizing



A Beautiful Vista — Trinity Church

architecture used in the various rooms and halls. The lighting of the entire building was entirely artificial, as all the windows were boarded up so that the interior appeared the same in the morning as it did late at night.

To take care of all this enormous amount of lighting, and also the power needed for the various exhibits, The Edison Company built a sub-station in the rear of Mechanics Building. This station took care of only alternating current, as an ample direct current service was already in the building. This sub-station was designed to feed from taps from one of the 13,200-volt transmission lines. This was stepped down to 2300 by means of three 500-kw. transformers. There were also one 100-kw., three-phase, five 50-kw. and one 30-kw. transformers stepping down to 230 volts. These were to supply the service for the secondary mains running through the building. There was also a 2300-volt primary circuit running on poles

to supply one 50-kw., four 30-kw. and two 20-kw. transformers for overhead services into the building.

The interior decorations were planned to make the Show, from an artistic standpoint, the greatest exposition that had ever been held in the city. Every inch of the barren interior of the building was covered up by decorative materials. The main hall decorations were carried out to portray a typical German village, with a castle in stone in the background, the effect being borne out by the gallery construction and designs of the decoration of the exhibit booths on the main floor.

The Electric Vehicle Section was a typical country park with walks and drives, with the various exhibits scattered around among the trees. Machinery Hall bore out the illusion of a large factory, with brick walls, large open windows and ample illumination, characteristic of the modern electrically-driven manufacturing plant. The basement conformed in its decorations to a marble palace and, unlike most shows, contained some of the choicest locations in the building.

The lighting of the interior reached its height in Exhibition Hall. This hall is surrounded on three sides by a gallery and on the fourth by a large stage. The galleries on two sides were occupied by small German houses. At the end opposite the stage, a large painted background depicted a vie



looking down a river bordered by grape-vined hills. At the stage end there was a large stone castle with a moat and battlements. The general lighting of the central aisles of the hall was obtained by ten large bronze lanterns mounted on 14-foot pedestals, each containing a 500-watt frosted glass lamp. The glass of the lanterns was also frosted. Around the edge of the balcony were fifty lanterns of the same pattern as the central ones, carried on brackets. Each of these lanterns contained a 250-watt lamp, and was provided with prismatic panes alternating pink and green in color. Each German house was illuminated by a 60-watt lamp in a 7-inch ground glass globe and the attics were provided with 40-watt lamps to shine through stained glass windows.

In Exhibition Hall the lighting consisted of about five miles of Elb light cable lighting, with approximately 25,000 lamps, aggregating 150,000 candle-power. The structural bays were festooned with diagonals of four candle-power units and a central pinning unit consisting of a 400-watt lamp in an ornamental globe. In the electric vehicle section an elaborate canopy of red and green decorative cable was festooned between the edges of the balcony with a crown of four candle-power lamps at the top. There were scattered around the hall, where needed, about a hundred ornamental brackets with 60-watt lamps in globes, and also many posts with 60-watt units.

Throughout the whole Show were distributed electrically-lighted artificial flowers, especially around the balconies where they were clustered in window boxes and handsome vases. The whole background behind these flowers was hand-painted natural scenery.

One of the most noticeable features of this Show was the varied character of its exhibits. As the Show ran four weeks, many manufacturers of electrical goods put in better exhibits than would have been the case in a short show.

One of the oddest exhibits was that of a model electric garage in full operation; not only did the exhibitors have their demonstrating cars washed and charged there, but many of the large users of electric trucks in Boston kept their cars there. The rates at this garage were similar to those of any garage in Boston, and the service was of the best.

There were also complete factories



One of the Forty



The Restaurant

for making storage batteries, for canning tea, coffee and sugar, making bread, and washing clothes. At this Show the incandescent lamp was made for the first time in a public exhibition.

As with all shows of this kind there were many unusual features to attract the crowd. For the first two weeks of the Show Creatore and his noted band were the daily musical attraction, while for the final fortnight, Liberatti held the center of the stage. Another feature that always attracted a crowd was the "Talking Punkin" which puzzled everybody who saw it.

There was a large, up-to-date restaurant in the Show, where out-of-town people who came to spend the day could eat. It was found that this restaurant was very well patronized at all times, and it was thought the main reason for this was that the decorations of the room portrayed an old feudal hall, which was filled with relics of the olden days when knights held sway. It was much more attractive than the plain walls of an ordinary cafe and the people did not have the feeling of being outside the Show when they came in to eat.

A further attraction was the musical concerts given on various makes of auto-pianos and on the automatic violin-player. These concerts were well attended, and proved an excellent place to rest after walking through the many exhibits.

In a show such as this one there can be no immediate results. Sometimes





Mechanics Building at Twilight



"Mazda" Castle

it takes many months before any increase in business is seen which can surely be caused by any particular activity. This was partly true in this case, although there was a marked increase not only in interest about electricity, but in the Company's business.

The Management of The Edison Company announced on the opening day of the Show a new rate for heating, cooking, irrigation,

etc. This rate made it possible for many of the small devices to be run and operated in many of the families which could not afford them before. As a result much more interest was taken by the public in these devices than heretofore, and sales began to increase from the time the doors of the Show opened.

In addition to this increase in business there was a marked manifestation of popularity toward The Edison Company which was undoubtedly the result of the good advertising and fair treatment by the Management of the Company.

The many exhibitors spoke of the wonderful advertising value of the Show, and the amount of business which they received from it. Without exception the sales from this Show were larger than from any other show in which they had participated.

One of the most interesting facts about the Show, was the interest taken



Rear View from Boylston Street

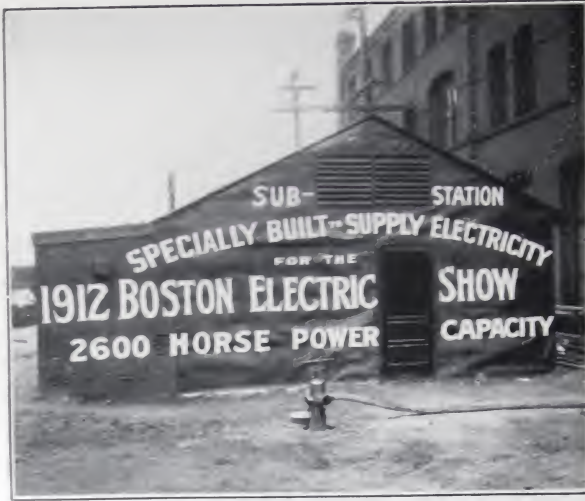


Night View of the Building



Huntington Avenue at Night





The Sub-Station

The exhibitors themselves bought 27,291, while stores, electricians, wiring concerns and other interested people bought 1,429, bringing the total for miscellaneous tickets up to 67,978. None of these tickets include the 208,125 that were bought at the door. The Boston Edison Company itself ordered 92,301 tickets which it gave to its customers and 5,117 tickets which it gave to its employees. Of these 97,418 tickets, 68,839 were taken up at the door and then charged to The Edison Company. The Show management itself gave away as complimentary to press, etc., 5,486. This figure does not include the 12,793 that were given away for the first night which was a free night.

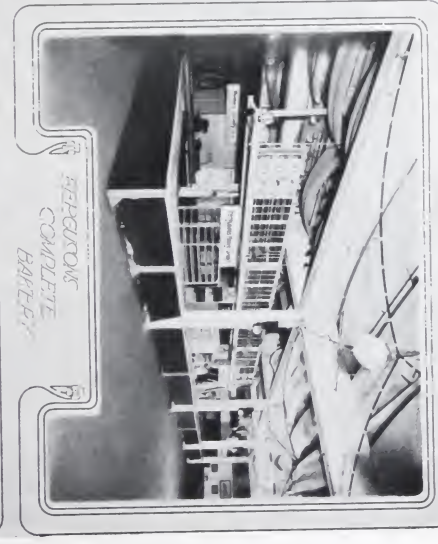
The Edison Company also paid the Show Management \$5,960 for the space which it used at the Show.

On page 30 is a table showing the number of tickets sold, the income from these tickets and the attendance. An additional table shows the expenses and income incurred by the Show Management and the final deficit charged to the Show.

in it by concerns who were not exhibitors. Perhaps the best way of bringing this point out is by the number of tickets which they bought and paid for and gave away to their own customers. The different central stations in New England, alone, gave away 37,597 tickets which they bought before the Show from the management at twenty-five cents each. The banks and brokers in Boston bought altogether 1,661 tickets.



One of the Posters





Date	Tickets Sold at Door	Edison Tickets	Miscel- laneous	Compli- mentary	At Door	Cash Income	Prepaid	Total Income	Atten- dance
Sept. 28	3,857	32	177	*12,793	\$964.25		\$60.50	\$1,024.75	16,859
30	4,486	1,528	498	87	1,121.50		514.25	1,635.75	6,599
Oct. 1	5,163	1,985	701	96	1,290.75		682.00	1,972.75	7,945
2	6,530	2,429	1,058	136	1,632.50		885.75	2,518.25	10,153
3	6,821	2,543	1,235	155	1,705.25		955.75	2,661.00	10,754
4	6,690	3,007	1,452	170	1,672.50		1,135.00	2,807.50	11,319
5	12,313	3,042	2,481	189	3,078.25		1,412.25	4,490.50	18,025
7	5,282	1,626	1,362	138	1,320.50		766.50	2,087.00	8,408
8	7,311	2,310	1,900	153	1,827.75		1,077.75	2,905.50	11,674
9	8,086	2,432	2,275	164	2,021.50		1,207.50	3,229.00	12,957
10	7,175	2,110	2,092	148	1,793.75		1,080.25	2,874.00	11,525
11	7,280	2,177	2,065	188	1,820.00		1,181.75	2,901.75	11,710
12	23,909	3,696	4,791	249	5,977.25		2,183.75	8,161.00	32,645
14	5,176	1,494	1,504	115	1,294.00		761.50	2,055.50	8,289
15	6,309	1,959	2,178	130	1,577.25		1,062.00	2,639.25	10,576
16	7,471	2,262	2,729	180	1,867.25		1,270.00	3,137.25	12,642
17	7,030	2,259	2,918	201	1,757.50		1,316.00	3,073.50	12,408
18	8,294	2,847	3,200	170	2,073.50		1,531.75	3,605.25	14,511
19	12,765	2,655	4,309	229	3,191.25		1,782.25	4,973.50	19,958
21	7,049	2,698	2,758	234	1,762.25		1,450.50	3,212.75	12,739
22	8,873	3,557	3,834	279	2,218.25		1,887.00	4,105.25	16,543
23	8,308	3,387	4,065	292	2,077.00		1,893.75	3,970.75	16,052
24	9,430	4,627	4,859	335	2,357.50		2,420.75	4,778.25	19,251
25	11,147	6,036	6,568	907	2,786.75		3,213.75	6,000.50	24,658
26	11,370	6,141	6,909	541	2,842.50		3,241.00	6,083.50	24,961
	208,125	68,839	67,918	18,279	\$52,030.75		\$34,983.25	\$87,014.00	363,161

\* Free night



## EXPENSES INCURRED BY THE SHOW MANAGEMENT

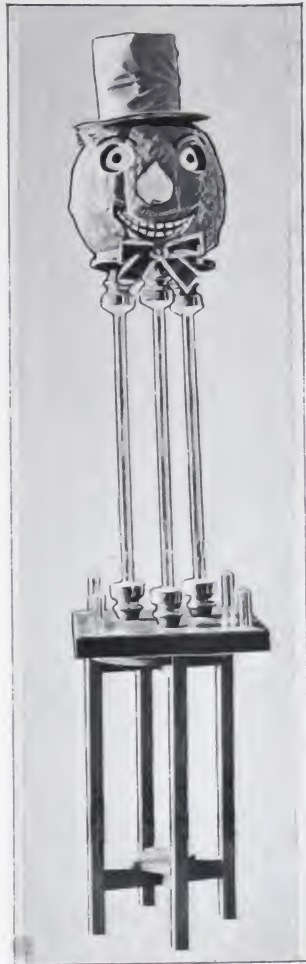
Pay roll	\$19,654.42
Misc. expenses	12,991.32
Advertising	36,296.89
Expert services	3,446.53
Printing	5,077.78
Rent and insurance	18,697.67
Decorations	101,131.34
Music	11,787.65
Electric service	8,291.24
	<u>\$217,374.84</u>

## INCOME OF SHOW MANAGEMENT

Income from the space	\$89,580.90
Income from the tickets	87,103.88
	<u>\$176,684.78</u>

## DEFICIT INCURRED BY THE SHOW

\$217,374.84
<u>176,684.78</u>
\$40,690.06



Mysterious "Joe"



Blotters, Matches, Posters, etc., Used in Advertising the Show

*The Electric Motor Car Club of Boston*





# *The Electric Motor Car Club of Boston*

THE Edison Company for two years previous to 1911 had been investigating for itself the feasibility of using the electric vehicle on an extensive scale. The records which it obtained proved conclusively that the electric, when properly designed for its work and intelligently cared for, was the cheapest mode of transportation. The Company was now in a position to add its hearty endorsement to the electric vehicle, and to this end it sent the following night lettergram to two hundred manufacturers, agents and representatives of electric vehicles and storage batteries throughout the country.

*"Boston, February 25, 1911*

"The Edison Electric Illuminating Company of Boston starts immediately one hundred thousand dollar campaign of education and purchase for electric vehicles in the five hundred and fifty square miles of territory covered by its lines. In this large work the Company invites your participation and co-operation. The Company has recently purchased thirty-four electric pleasure and commercial vehicles and will replace approximately one hundred and twenty more of its horses and wagons, horses and buggies and thirty-nine gasoline cars with electrics. Orders will be distributed among different manufacturers. No promises to any, but purchases will be made only from those manufacturers who are adequately and substantially represented in Boston. This Company is equipping and will operate a public garage under the auspices of the Electric Vehicle Association of America. A low rate for complete service including electricity, irrespective of daily mileage, to encourage the industry. Your president and officers are cordially invited to attend the inauguration of the campaign at a dinner and conference in Boston, March 3rd, given by The Edison Electric Illuminating Company. Seventy-five electric vehicle companies, motor manufacturers and allied industries are invited, also all local vehicle representatives. Boston Automobile Show opens next day. Every inch of space sold; fifty per cent more net square feet of exhibition space than New York show and over-flow fills Horticultural Hall completely.

"Please telegraph at our expense total number of your officers expected and their names.

*"THE EDISON ELECTRIC ILLUMINATING CO. OF BOSTON,  
By CHARLES L. EDGAR, President."*

It was in response to this invitation that about one hundred representatives of electric vehicle interests met at the Hotel Thorndike on March 4,

## Modern Merchandizing

1911, to help the Edison Company in its educational campaign. The following morning there appeared in all the Boston papers a full page endorsement of electric vehicles by the Edison Company; a copy of this advertisement was sent to every electric vehicle and storage battery manufacturer in the United States.

A month later, the Company sent the following letter to the vehicle interests in Boston.

"Dear Sir:

"Your attendance is cordially requested at a meeting and conference to be held at an INFORMAL dinner to be given to the Dealers and Electric Vehicle Manufacturers' Representatives by this Company at Hotel Thorndike, on Monday evening, April 3rd, at 7 o'clock.

"The dinner will be purely a local affair, but we shall be glad to welcome officers of any of the Electric Vehicle Manufacturers who happen to be in Boston at the time.

"The Company has set forth at length its own views as to ways and means of developing the electric vehicle industry in this territory, and now it wants the views, suggestions and criticisms of the local representatives of electric vehicles.

"Will you please be prepared to voice any suggestions you may have, so that you can give them to us next Monday night?

"This Company is not selling electric vehicles, but it will endeavor to extend to the fullest extent, all legitimate aid to local dealers and representatives.

"So please come prepared to give us your views fully, and please advise by return mail whether or not you can be present next Monday evening.

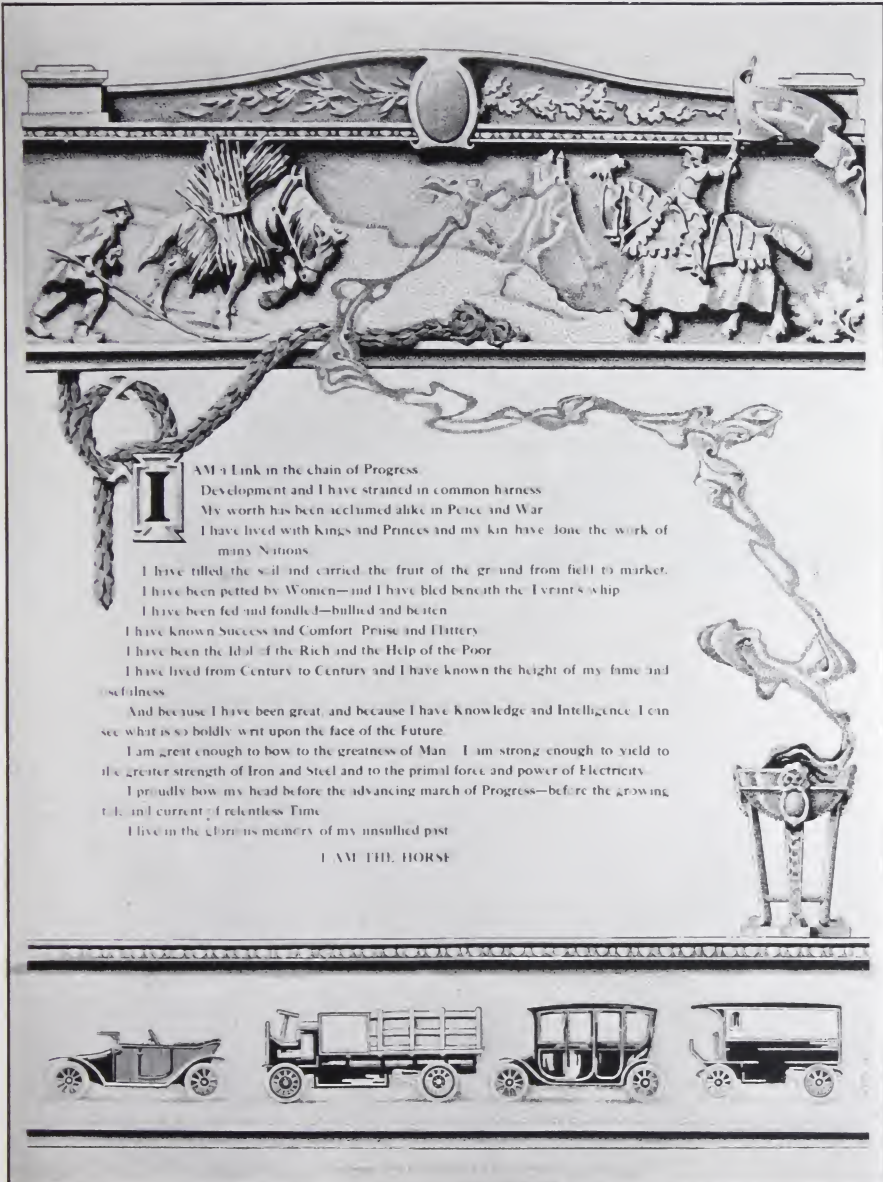
"Very truly yours,

"THE EDISON ELECTRIC ILLUMINATING COMPANY,  
By W. H. ATKINS, General Superintendent."

In response to this letter, about forty vehicle and battery representatives gathered on April 3rd at the Thorndike for dinner. It was at this meeting that The Electric Vehicle Club of Boston had its inception.

At this dinner, Mr. W. H. Atkins, General Superintendent of The Edison Company, announced that if the local dealers would hold weekly meetings to help secure closer working conditions and for social intercourse, The Edison Company would furnish the luncheons and place of meeting. The dealers present formed a committee to consider this matter. At the next meeting on April 20, the committee presented a favorable report, and it was voted to organize a society to take advantage of The Edison Company's offer. At the meeting on April 26 the gathering was organized under the name of The Electric Vehicle Club of Boston, and officers were elected to consist of a permanent secretary and a chairman to be chosen at each meet-





Poster Distributed by the Electric Motor Car Club



The Founders of the Club

ing. A little later it was decided to have a permanent president and vice-president; a treasurer was also added to the list of officers. At a meeting in the latter part of 1912 the club was re-organized under the name of The Electric Motor Car Club of Boston, under the direction of a president, vice-president, secretary and treasurer and executive committee. A constitution and by-laws were adopted and plans were formed to make the Club self-supporting.

The membership at the time of organization in 1911 was about fifteen, and has increased up to the present time to about ninety. This membership consists of manufacturers and agents of electric vehicles, batteries and vehicle accessories, representatives of papers and journals, owners and drivers of electric vehicles and persons interested in any way with the sale of electric vehicles.

The meetings, at first, were held in the Assembly Hall of The Edison Company every Wednesday noon. Since the re-organization, however, the time was changed to Thursday evening and the meetings held bi-monthly. The Executive Committee has direct charge of the affairs of the Club, and also attends to such business as is not referred to special committees. There have also been standing committees appointed to take care of financing, advertising rates and charging sets, membership, meetings, etc.

The object of the Club is to promote the sale of electric vehicles in



Greater Boston and to bring about conditions that will facilitate the increased use of electric vehicles and to foster the social and business relations of those interested in the electric vehicle business in and around Boston.

The meetings of the Club have always been well attended by the members, and frequently local and out-of-town visitors have favored those present at the meetings with short talks on subjects of interest to the Club.

A special feature of the campaign, from the start, has been the extensive use of newspaper advertising and the publicity by means of reading matter which has been distributed. Full page ads have been carried in the Boston papers and on special Sundays a "People's Electric Page," devoted to electric vehicles, electric devices and interesting reading matter has been inserted in the different papers. Numerous lectures have been given by the president before business men's associations, colleges, technical schools, church and trade organizations, illustrating the peculiar fitness of the electric vehicle in its field. In all cases these lectures have been illustrated by a large collection of lantern slides and moving pictures showing the latest installations of vehicles and their application to both business and pleasure service. Many very attractive booklets and folders have been mailed to prospects in the name of The Electric Vehicle Club of Boston. Confidential lists of prospective customers have been compiled by the Secretary for the use of the members directly concerned, and with this as a mailing list, booklets and reading matter have been sent by The Edison Company, which have stirred up considerable interest among the truck and pleasure vehicle interests.

The Edison Company has constantly given the weight of its sanction and the resources of its treasury to the propaganda, the prestige of so



Club Luncheon at House of Edison Light



great an organization for the efficient production and distribution of electricity being a convincing factor in the public mind.

The burdens of this advertising have been shared by The Edison Company and the representatives of the electric vehicle manufacturers; and the vehicle pages in the papers, as well as other forms of publicity employed, have stimulated inquiries and directed sales all along the lines of the Company, besides creating a great amount of interest outside of The Edison Company's territory.

One of the earliest offers of The Edison Company to the Club members was the free use of advertising space in forty-six suburban newspapers with an aggregate circulation of nearly 70,000. Free electrical energy was also offered to dealers and garage owners for the operation of electric signs advertising electric vehicles. The Company also used many of its own fixed and talking signs in the city and suburbs of Boston for the advertisement of vehicles without cost to the dealer. Two large permanent signs were installed on the two most prominent highways into Boston, also at no expense to the Club. Space was also given in The Edison Company's show windows for the display of electric vehicle equipment and for photographs of different installations.

The Electric Motor Car Club has given much of its attention to securing better parking spaces in the congested portions of the city, securing substantial concessions in relation to the parks in the downtown district. Within the last month an additional two miles of parking space has been secured in the shopping district.

The Club has also taken, through its president, an active interest in proposed legislation at the sessions of the General Court. At the Boston City Club on December 11, 1911, a large banquet was given under the auspices of the Club to the Governor, the Mayor and to many of the state and city officials. It was attended by many of them, who were brought into immediate contact with the possibilities of electric vehicle service. The primary object of the banquet was to bring home to the city officials the progress of the electric vehicle and to emphasize their great adaptability, flexibility and economy in urban and suburban transportation. Addresses were made by the Governor's representative, the Mayor of Boston and by Mr. Hayden Eames of Cleveland, Ohio. Mr. Eames gave a very interesting talk on "The Electric Vehicle for City and State."

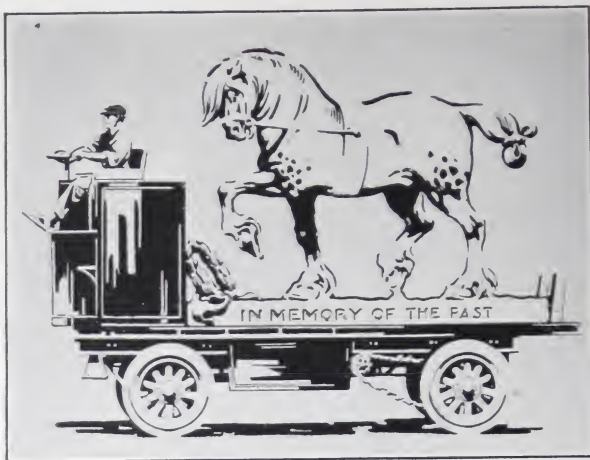
Through the co-operation of The Edison Company, charging sets have been supplied to electric vehicle purchasers at very favorable terms, around \$5.00 per month, and credits have been given for temporary installations rented prior to the purchase of the equipment. The Company has also agreed to extend its lines without deposit or guarantee if vehicle charging business is in sight. As a result of this co-operation many charging stations have been installed throughout the Company's territory. At one period of eight weeks the new charging installations averaged one per week.

The Club has combined pleasure with its business and each summer holds



Four and One-half Acres, of Horses and Gasoline Cars Replaced by The Boston Edison





A Striking Newspaper Advertisement

a field day at one of the clubs near Boston.

The important part of this field day is to determine who has the better baseball team—The Edison Company or the electric vehicle interests. Mr. W. H. Atkins, the father of the Club, offered a cup to be played for and so far the vehiclites have had the best of it. The trips are made entirely by electrics and cause much comment among those who see them.

Similarly, transportation to a regular meeting held at the House of Edison Light at Newton was accomplished by electrics.

Another meeting of the Club was held in the evening with the New England Section of The Electric Vehicle Association of America at the River Works of the General Electric Company at West Lynn, where a supper and technical discussion of electric vehicle motor and control progress were the features, addresses also being given by prominent electrical engineers upon the broader aspects of the electric vehicle situation. Transportation to this meeting was also accomplished entirely by electrics.

Arrangements were recently completed by The Edison Company for a free monthly inspection of electric vehicles at its Atlantic Avenue garage, all owners being invited to make this available in the interests of securing improved service and still greater reliability of operation.

The Edison Company authorized an expenditure to carry on a special research by the Electrical Engineering Department of the Massachusetts Institute of Technology to determine by scientific study the operating costs of horse, gasoline and electric trucks, and any other data which can be utilized in its future work. The active work was done by Mr. H. F. Thompson, also the Secretary of the Club, under the personal supervision of Professor Harold Pender of M. I. T. The Research Department has already made a partial report, demonstrating the work done and the results accomplished, and is now on its second year of analytical work.

The Club has also given its attention to compiling a complete list of charging stations throughout the whole of New England, and has also investigated the different charging rates of the different garages and central stations of Massachusetts with a view of obtaining a more uniform rate throughout the State.



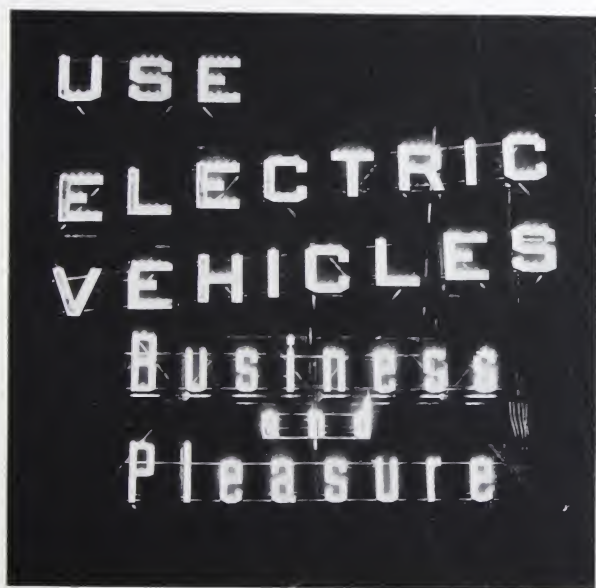
A copy of the minutes of every meeting is sent to the Accumulator-Fabrick Aktiengesellschaft of Berlin, Germany, and to many interested persons in America, and much interest has been expressed by them in the work in Boston.

Pennants advertising electric vehicles have been designed by the Club and are furnished to the members and owners by The Edison Company. A composite commercial and pleasure car seal has been prepared for use on the Club stationary. Through the work of the Club officers, all railroad and steamship terminals in Boston have granted the free use of their facilities to the electrical vehicle, and the fire insurance interests have had their attention called to the nominal risk of this type of equipment with the hope that certain reductions in rates ultimately may be forthcoming. At one of the meetings of the Club it was announced that if the 25,000 tons of freight handled daily in Boston by horse, steam and gasoline traction were handled by electric trucks, the estimated saving would be \$1,250,000 per year.

During the extreme hot weather of the summer of 1911, when the vitality of both horses and men frequently broke under the strain, a special effort was made to emphasize the value of electric trucks and delivery wagons. During the slippery weather of the past two winters, the Club has played an important part in the relief of street congestion and the improvement of traffic conditions resulting from the falling of horses on the grades.

One of the most important features of the campaign was the announcement by The Edison Company that they had decided to replace all of their one hundred and fifty horse-drawn vehicles and gas cars by electric trucks and runabouts. This came as a result of their investigations into electric transportation, and was used extensively in their advertising campaign.

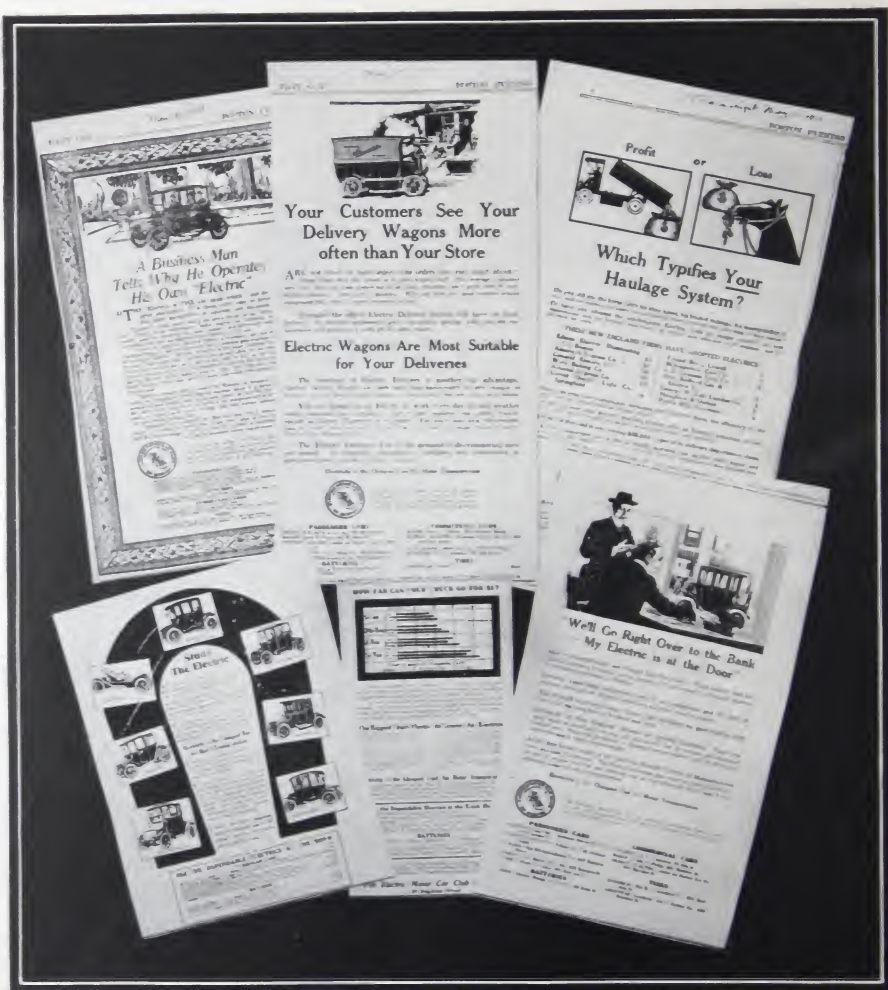
On every Memorial Day there has been a work-horse parade, which has been a feature of Boston life for



Sign at Chelsea

many years. The Club has been instrumental in holding an electric truck parade on this day in contrast to the regular horse parade. In May, 1911, over sixty machines were shown, while a year later that number was increased to over one hundred. Through the courtesy of Mr. Thomas A. Edison, moving pictures were taken of both these displays, which have been shown all over the country at various talks and discussions.

The results of all this hard work and expensive advertising have been very gratifying to The Edison Company. When the Club first started the total number of different electric vehicles represented in Boston was seven.



Advertisements Used by The Electric Motor Car Club



## ODE TO THE ELECTRIC CARRIAGE

Electricity is clean, quiet, safe and reliable.  
 It is the only power that can be used in the home.  
 It is the only power that can be used in the office.  
 It is the only power that can be used in the factory.  
 It is the only power that can be used in the street.  
 It is the only power that can be used in the field.  
 It is the only power that can be used in the air.  
 It is the only power that can be used in the water.  
 It is the only power that can be used in the earth.  
 It is the only power that can be used in the sky.

**WHY NOT NOW?**  
 The Edison Electric Illuminating Company  
 100 N. BOSTON ST. BOSTON, MASS.

**The Electric Vehicle Motor a Quicker Cheaper Motion**  
 THE EDISON ELECTRIC ILLUMINATING COMPANY  
 100 N. BOSTON ST. BOSTON, MASS.

**USE THE THREE ADVANTAGES**  
 THE EDISON ELECTRIC ILLUMINATING COMPANY  
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Newspaper Advertisements Used by The Edison Electric Illuminating Company of Boston



## Modern Merchandizing

In one year this number had increased to twenty. The increase in the number of registrations in one year was almost 56%. Pleasure cars increased from 238 to 405 and trucks from 173 to 224, a total increase of 218 machines. In one week there was a new registration every two hours of a business day. All this has been accomplished by personal effort and devoted loyalty in the face of outside skepticism.

A glance at the following curve and chart goes to disprove any statement that the electric vehicle is not here to stay, and The Edison Company fully believes that the increase is not only permanent but will continue until the horse is a thing of the past.

Below is a table showing the electric vehicle registrations for the last four years.

	EDISON TERRITORY		STATE OF MASSACHUSETTS (Whole incl'd'g Edison territory)	
	<i>Pleasure</i>	<i>Commercial</i>	<i>Pleasure</i>	<i>Commercial</i>
1910	54	46	238	173
1911	80	88	405	224
1912	193	134	487	262
1913 (up to July 19)	214	189	510	370



## *Atlantic Avenue Garage*

THE opening of this public Edison garage was one of the most important features of the electric vehicle campaign undertaken by The Boston Edison Company. The demand for such a garage had long been felt in Boston by users and agents of electric vehicles.

Here the pleasure vehicles and trucks could receive intelligent service, and the batteries high-grade care at a moderate cost to the customer. It had long been known that people would not buy, nor could dealers sell, vehicles unless there were convenient places in Boston where such service could be obtained. This garage was built with that end in view, was sanctioned by the Electric Vehicle Association of America, and was run under the supervision of the Garage Committee of that Association.

An old gasoline garage of The Edison Company was used for this purpose. It is a one story concrete building situated at 476 Atlantic Avenue. The building is not a pretentious looking affair and no money has been spent toward artistic effect, but every means has been taken to provide for the best of service. This went a long way to prove to prospective garage owners that a model electric garage could be fitted up and run at a moderate cost without sacrificing quality of service.

The building itself is 100 by 50 feet and can comfortably house thirty vehicles.

The charging is done from two panels in the operating room in one corner and the current is supplied direct from The Edison Company's D. C. three wire mains.

Each panel has six charging switches and rheostats. Convenient charging



receptacles are placed about the floor, and cables of various lengths are used to charge vehicles in any part of the building.

At one end is a washstand and at the other a repair shop, battery space, work bench and facilities for charging ignition batteries. A gallery at one end contains the stock room and drivers' quarters. The entire garage is lighted by Mazda lamps with Holophane reflectors.

The Company has offered so far an option between a flat rate per vehicle per month covering current, irrespective of mileage, washing, polishing, flushing, battery testing, inspecting, expert advice, adjustments and minor repairs, or a charge on a kilowatt hour basis plus a fixed charge.

In six months the garage was taxed to its limit and had proved itself to be of the utmost assistance to electric vehicle interests in Boston.



*The House of Edison Light*



Fourth of July at the House of Edison Light

Our Company played its part in the Safe and Sound Fourth of July celebration in Waltham with a grand illumination at our "house electric."<sup>33</sup> There was open house all day the Fourth. This elaborate display attracted hundreds of visitors and sight-seers. The illumination was continued for three nights.



**D**URING the summer of 1911 The Edison Electric Illuminating Company of Boston adapted as an advertising feature a portable electric house in order to bring current consuming devices before the public of the forty cities and towns which it supplies. This House was known as The House of Edison Light, and was formally opened to the public on Wednesday noon, the 12th of November, 1910. This House is perhaps the most novel means of advertising that has ever been attempted by any Central Station. In this way the Edison Company is able to bring home to its customers, by actual demonstration, the ease and cleanliness with which a modern household can be run. It represents the height of electrical development in domestic life, and is a marvel of complete and efficient economy.

The House is a very substantially built wooden house, 34 feet square, and contains five large rooms, each 14 by 14 feet—a reception room in the center of the cottage, a dining room, a library, a bedroom and a kitchen—in addition to these there is a roomy hallway, a large pantry, a bathroom and a back entry. On the front there is a pergola about 8'×10' in size and in the rear a small outhouse used as a laundry.

While the House was being built, the interior wiring was installed permanently in the sections, and after the house is put together these different circuits are connected by joints so that no delay can arise by being required to rewire the house each time it is moved. After the House was finished, it was entirely furnished by Jordan Marsh & Company, one of the largest department stores in Boston. No expense was spared in equipping each room with suitable furniture and hangings, and the excellent taste that was shown in selecting the furnishings makes it a most attractive place, even without the additional features of the electric service.

Very few of the devices that are installed in the House are unique or especially novel. Only those that have been in use for years and have been



# The House of Edison Light



RECEPTION ROOM



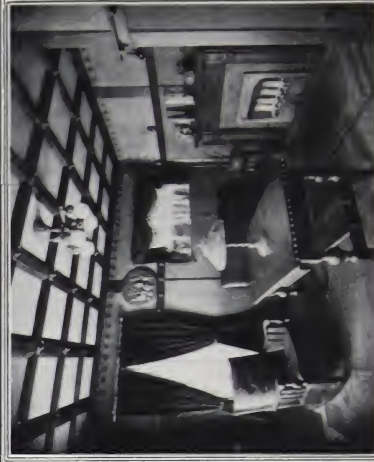
BEDROOM



GARAGE



BATHROOM



LIVING ROOM



Front View of House while in Newton

proved to be practical and efficient are considered. The value of the House as a place of investigation for present and prospective householders lies in the fact that all of the various applications of electric service and appliances are collected here so that they can be studied, and the economy discovered in connection with other things. Most people know that electric fans are good, that toast can be made on an electric toaster, that coffee can be boiled, that vacuum cleaners, vibrators, polishing machines and many other devices can be operated in the house electrically and with great convenience, but many have yet to have practical experience with these things. All these devices are brought into one display in the House and make those who visit it realize that the electric day, as well as the electric night, is at hand.

At one side of the House there is a small portable garage made by the same firm that built the House. This contains a Bailey electric roadster, full charging equipment, and many electric conveniences that are so necessary to the autoists' use.

The grounds about the House are always laid out in a very attractive way and the demonstrators take great pride in making it the show place of any town in which it happens to be.

The House is under the general supervision of a competent demonstrator who is generally a resident of the town in which the House is situated.



## Modern Merchandizing

There are also two lady demonstrators who are always ready to show visitors everything and to demonstrate thoroughly the many different appliances that are to be found there.

The plan of The Edison Company has been to transfer the House from one town to another within its territory. Already it has been located in Winchester, Newton Center, and South Frammingham, and is at present in the town of Waltham. The Company tries to obtain some prominent corner in the residential district on which to place the House, as it is the people in these districts that the House tries to reach. The method of transportation between the different towns has been by means of electric trucks and the time to make the move, including taking down, setting up, building foundations and the other necessary construction is from three to four weeks.

A very successful feature of the House has been the large number of special parties that have visited it. These include societies, high school classes, schools of Home-making, The House of Economics, The Brookline Monday Morning Club, The Newton Social Science Club, Lasell Seminary girls and many private parties. Another feature has been the special lunch-



The Dining Room





The Electric Kitchen

eons and dinners that have been given by the Company to its friends. Everything served at these dinners has been on a par with the best hotels in Boston, and has been cooked entirely in the House and entirely by electricity.

The results obtained from this House have been very gratifying. The Company has obtained many new customers, and many of the old houses in the towns in the neighborhood of the House are being wired for electricity. This latter growth can be attributed entirely to the influence that the House has brought to bear upon its visitors. The sale of appliances at the House has more than doubled in the three years it has been open. This is also true of the attendance. The way in which the Company has kept up the interest among the different towns has been by means of extensive reading matter and photographs in the suburban papers, and the distribution of postal cards bearing different views of the House. In addition to this, the editors of the various papers and their families have been entertained at the House at different times, either at luncheon or dinner, and have therefore been able to put in their respective papers their own personal experiences with electric devices. The success of the House has been so great and the results so far reaching that The Edison Company in-

# Modern Merchandizing

tends to continue its use in many of the other small towns in which its customers live.

The following figures give an idea of the growth of the attendance and sales at the House of Edison Light:

Attendance at Winchester	4,806
Attendance at Newton Center	9,680
Attendance at So. Framingham	9,813
Sales at Winchester	\$460.55
Sales at Newton Center	943.25
Sales at So. Framingham	867.87
Total attendance — 25 months	24,299
Total sales 25 months	\$2,271.67

## HOUSE OF EDISON LIGHT

	<i>Attendance</i>	<i>Sales</i>	
<i>House situated in Winchester</i>			
Dec., 1910	500	\$148.21	
Jan., 1911	1,579	52.40	
Feb.	772	32.00	
Mar.	1,251	71.40	
Apr.	704	131.54	
May	—	25.00	\$460.55
<i>House situated in Newton Center</i>			
June	2,156	\$79.40	
July	799	91.40	
Aug.	838		
Sept.	787	57.89	
Oct.	658	22.00	
Nov.	571	63.15	
Dec.	461	265.86	
Jan., 1912	492	48.00	
Feb.	859	29.50	
Mar.	1,238	126.90	
Apr.	821	101.35	\$943.25
<i>House situated in So. Framingham</i>			
May	—	—	
June	3,326	\$182.02	
July	2,039	173.95	
Aug.	1,559	122.50	
Sept.	1,173	143.13	
Oct.	793	170.15	
Nov.	511	76.12	\$867.87
Dec.	412		
	<u>24,299</u>	<u>\$2,271.67</u>	

*Farm of Edison Light and Power*





*From top to bottom.* The Center Aisle; Wood Splitter; One Corner of the Tent

## *Farm of Edison Light and Power*

**T**HE Farm of Edison Light and Power was built by The Edison Company of Boston to acquaint the public more fully with the numerous applications of electricity which are now practical in agricultural work. The lines of The Edison Company traverse large semi-rural districts in which market gardening and small scale farming are prominent occupations. In order to stimulate this class of business it was thought advisable to demonstrate the different farm appliances in one exhibit where the small, as well as the large, farmers might see the devices operated under working conditions.

It has been thought that the use of electricity on the farm could only be applicable to large estates, but as a matter of fact, it is entirely feasible to use electric service to good advantage even on the very small farm where opportunities for its application may be very limited.

In the Farm of Edison Light and Power special attention was made to attract the small farmer, and the arrangement of the exhibits was given special consideration, with that end in view. Great care was exercised in selecting the appliances, both as to type of apparatus and size of same, so that the visitor need not be discouraged, either at the investment cost or the cost of operation, but instead would be impressed with the possibilities of electric service in making the daily duties more enjoyable.

In this Farm have been collected all the farm appliances that are on the market and that use electricity. These devices are set up on two platforms about 100 feet long. In the Summer the exhibit is placed in a tent, but when the weather becomes cold it is shown in some hall or suitable building.

The tent itself is 103 feet long and 50 feet wide. It is oval in shape, and is 24 feet high in the center with 10-foot side poles and 18-foot intermediate poles. The two platforms containing the appliances are arranged down the center of the tent with aisles between and around the sides. The exhibits are arranged on the platforms so as to illustrate the uses of electricity in the barn, workshop, living-room, kitchen and dairy. The platforms and the positions of the appliances were designed so as to facilitate ready dismantling and easy transportation. The tent is illuminated at night by 13 500-watt lamps equipped with prismatic shades and hung from ropes between the poles. All the motors and lights are fused and metered on a large distributing board which is mounted on a large panel and placed just within the main entrance.

Each exhibit has its separate circuit running from the board in flexible conduit, and these conduits are laid under the wooden platforms, thus making it very easy to dismantle and pack away.

A 30 kw. transformer is used to supply the whole farm at 110 or 220 volts just as it may be desired. The energy is taken from the Company's





An Exterior View

overhead mains and this, of course, allows the Farm to be placed anywhere on the Company's lines.

The success achieved during the first month that the Farm was open encouraged the Management of The Edison Company to transport the whole exhibit to other sections of its territory. This transporting has been done by means of two electric trucks, which are part of the exhibit.

The editor of our monthly publication, *Edison Life*, recently put in his paper a sketch of the modern farmer "doing his chores" after a visit to The Farm of Edison Light and Power. His choring tools consisted of a pair of pliers and a coil of wire. This is quite a change from the farmer of olden days.

Probably the two most important items on a farm in these days of intensive farming are the questions of irrigation and the reclaiming of land by drainage. The use of electricity for these two uses is a very desirable load for the Central Station. Although the Farm has no complete irrigation outfit, the demonstrators are prepared to show charts and give figures concerning this type of appliance. There are already many farms around Boston that are using the Skinner system of irrigation, which consists of a series of small nozzles placed horizontally in a supply pipe placed two feet above ground, the application of water being similar to rain. At one irrigation plant in constant operation during the dry months of the summer of 1912 the cost for electric power was \$4 per month per acre.





Electric Farm Truck

Among other money saving devices are the feed grinders and mixers. It has been shown that cattle eat all of their feed (cornstalks) if it is finely crushed and mixed, something they will not do if it is given them whole. This is also true of horse feed and the oat crusher works on similar lines to the other crushers and increases the efficiency of the horse.

Perhaps the most important application in these modern days is in the milking machine. There is no question concerning its advantage over hand milking from the sanitary point of view. It also allows all the cows to be milked at the same time with a very small amount of labor. Tests have shown that one kilowatt hour is used for each milking of fifty cows. This machine also cleans the cattle similar to a vacuum cleaner and adds to the cleanliness of the barn.

If a farm has a milking outfit it is not complete without cream separators, milk testers, butter-churns, butter-workers and bottle washers.

Other money saving devices are small refrigeration outfits and house and barn water-pumping plants. A good outfit in the latter case is a pressure tank with automatic starting and stopping device. This is a great advantage for farms as it affords ample fire protection and therefore lower insurance rates.

For the heavier work on a farm a small electric motor mounted on a portable truck which can be moved to various locations in the buildings has been adapted. This motor can be used for driving an ensilage cutter, sawing wood, splitting wood, operating a hay hoist, running a cider mill and grinding feed. It can be seen that no two of these different devices have to be operated at the same time and can easily be run from the portable motor.



The Milking Machine



The Dairy

There is another application of electricity to the farm that is not embodied in this Farm, such as the application of high frequency currents to stimulate plant growth, although information on the subject can be given by the demonstrators.

As we have said before, this Farm is installed in a large tent. When it is first seen, the impression that it gives one is that of a circus. It has been found that this is very important as it immediately makes the farmer in his rough clothes more at home than if the exhibits were in some more pretentious place. Many of the natives of the small towns have visited the Farm in their farming clothes and have spent more hours investigating and talking to the demonstrators than they would have if they had felt obliged to put on their Sunday suits.

The different divisions in the tent contain the barn, workshop, kitchen, dairy and living-room, and these in turn contain the numerous machines without which no farm can be run.

The barn and workshop contain buffing and grinding machines, breast drill, branding iron and forge, forge blower, glue pot, soldering irons, pump jack, meat chopper, grindstone, circular saws, vegetable cutters, corn shellers, bone grinders, incubator, wood choppers and splitter, horse groomer and clipper, feed cutter, portable truck, cow stalls, milking machine and cattle groomer with fan, hay hoist, ensilage cutter and blower, clover cutter,



feed grinder and feed mixer. The living-room contains all the various forms of domestic appliances such as flatirons, percolators, toasters, vibrators, chafing dishes, sterilizer, sewing machine and vacuum cleaner.

The kitchen is complete in all its devices and has an electric cabinet, fireless cooker, ranges, potato peeler, washing machines and wringers, ice cream freezer, pump and waffle iron, hot water heater, furnace blower and corn popper.

The dairy contains a refrigerator, cream separator, cream tester, butter churn and bottle washer.

There are in addition two electric trucks, one runabout, house pump, irrigation pumping outfit and portable motor.



Exhibit—Appliances for Use on the Farm and in the Barn





*The Lecture Bureau*





## *The Lecture Bureau*

**F**IVE years ago the Publicity Department of The Boston Edison took up the idea of running a series of lectures and demonstrations before clubs, societies, meetings and gatherings of various kinds.

The success of the first few years of this lecture bureau was so marked that during the winter of 1912-13 this bureau was enlarged by the addition of three lecturers and four assistants, who made a special effort to interest the numerous gatherings they addressed by showing them in operation the many household devices on the market. To obtain this result a demonstration set was built consisting of two portable tables equipped with receptacles; one range, percolators, toasters, ovens, heaters and a stereopticon lantern. This set has been used considerably during the past winter with very gratifying results. The general method followed by the lecturers after they have made arrangements to give their talk is as follows:

The operator of the lantern first sends the demonstration outfit to the place of meeting, either by the Edison express or by the regular express. When he gets there himself he sets up the tables and arranges the appliances. Sometimes it is necessary to run temporary service into the hall and perhaps install a transformer and he also attends to this. The service is always cut in behind the meter so that no charge for it is sent to the customer. There are also two lady demonstrators who attend the lecture and who obtain all the necessary articles for the small spread that they give after every lecture. When the lecturer arrives everything is in readiness for the lecture to begin.

The lecture itself deals with a short history of electricity, and a short account of the lives of the most noted inventors and workers in it. The lecturer then describes by means of slides the different applications of electricity to the home, and the ease and cleanliness with which the devices can be run. He usually ends up with a short talk on the various rates of The Edison Company best suited to the various devices. The lectures have been given before all classes and all ages of people, and for that reason the lecturer has no set talk but varies it according to the audience before whom he talks.

After the lecture is over the audience is invited to partake of some coffee, toast and perhaps cake, which the demonstrators have been making during the progress of the talk. These demonstrators also explain the methods of operating the various appliances to those who are interested. The compactness of this outfit and the ease with which the demonstrators can set up, operate, wash and pack away the various appliances always has a great attraction for the audience. In some cases where it has been found necessary to use this outfit twice in the same evening, the demonstrators have washed the dishes, packed away the devices into their crates and shipped the whole outfit to the next hall, all in the short space of twenty minutes.

The lecture bureau is under the direct supervision of the Advertising Superintendent and is made up entirely from the regular employees of the Company. During the six months ending May, 1913, the four lecturers delivered their talk before 22,550 people in 148 lectures. At these 148 lectures the demonstration outfit was used 33 times.

Below is a table of the attendance at the lectures.

	DECEMBER		JANUARY		FEBRUARY		MARCH		APRIL		MAY	
Lecturer	L.	A.	L.	A.	L.	A.	L.	A.	L.	A.	L.	A.
1	4	330	7	540	14	3104	19	5631	15	1785	4	245
2	4	314	5	926	6	467	11	770	15	1070	3	115
3			3	300	2	225	3	235	8	389	4	50
4					1	140	8	698	7	362	1	25
	8	644	15	1766	23	3936	41	7334	45	3606	12	435

Total, 148 Lectures; 22,550 Attendance

In addition to these lectures, the advertising department has given three May breakfasts during that month.

These May breakfasts are the most popular social events of the suburban churches. A small sum is usually charged for admittance and is given to some hospital or worthy charity. The breakfasts are given out of doors on the church grounds, and not only the members of that church attend but the whole community generally patronizes them.

The main difficulty arising in running a festivity of this kind is to keep the breakfasts warm until served. This year this trouble was overcome by the use of electric appliances. At the three breakfasts given this last May a temporary service was run and all the cooking and warming done entirely by electricity.

At the first of these breakfasts, at the Eliot Congregational Church at Newton, one thousand people were fed. The appliance used here included one hotel oven to warm plates, rolls, etc; three smaller ovens to crisp bacon, six egg boilers, and twelve chafing dishes to scramble eggs.

At the second, at the Unitarian Church in West Newton, nine hundred people were taken care of. Four pancake grids, six egg boilers and two hot closets were needed to attend to their wants.

At the last breakfast, at the First Congregational Church, Roslindale, two lard kettles for frying two thousand fish balls, four ovens to keep them hot, six water coils to get hot water for washing purposes, and two five-gallon and two three-gallon coffee urns, and twelve chafing dishes were used. At this breakfast the people brought oatmeal from home which was kept warm until needed. The fish balls were also made the night before and kept warm until morning.



The electrical appliances were furnished by the Simplex Electric Co. of Cambridge, Mass., and the current to run them by The Boston Edison Co.

Below is a complete list of the gatherings before whom The Boston Edison gave lectures and demonstrations during the past year:

Men's Club of the Immanuel Baptist Church, Newton  
Aberdour Lodge F. & A. M., Masonic Temple, Boston  
Commercial Club, Natick  
Men's Club, Roslindale Baptist Church, Roslindale  
Milton Academy, Milton  
Roxbury Latin School, Roxbury  
The Newspaper Club, Boston  
Bowdoin School for Girls, Boston  
Men's Club, St. Luke's Episcopal Church, Allston  
Boys of the Boston High School of Commerce, Boston  
Girls at the Boston Trade School for Girls, Boston  
Invited guests at The Edison Farm of Light and Power, Boston  
Girls' Evening High School, Boston  
Men's Club, St. John's M. E. Church, Boston  
Foresters, Odd Fellows Hall, Medway  
Church Club, Prospect Hill Congregational Church, Somerville  
Men's Club, Prospect Hill Congregational Church, Somerville  
Hunnewell Club, Newton  
Men's Club, Congregational Church, Canton  
Men's Church Club, Westwood  
Worcester Publicity Association, Worcester  
Brotherhood, First Presbyterian Church, East Boston  
Endeavor Society, South Baptist Church, South Boston  
Temple Brotherhood, Boston  
Phillips Brooks Club, Church of the Redeemer, South Boston  
Norwegian Lutheran Church, Roxbury  
Aberdeen Club, Unitarian Church, Chestnut Hill  
Civic Club, Millis  
First Methodist Church, Boston  
Boston Scientific Society, Boston  
Central Congregational Church, Dorchester  
Congregational Church, Hopkinton  
Freedom Club, Somerville  
Barnard Memorial, Boston  
Men's Good-Fellowship League, Baker Church, East Boston  
The South Boston Trade Association, South Boston  
Quota Club, Grove Hall  
Baptist Church, Somerville  
Charlestown High School, Charlestown  
Fisher Business College, Boston



Congregational Church Club, Dover, Mass.  
Second Congregational Church, Medfield  
Lafayette Lodge of Masons, Roxbury  
Dorchester High School, Dorchester  
Congregational Ladies' Aid Society, Carlisle  
Holliston Grange, Holliston  
Golden Rule Brotherhood, First Congregational Church, Waltham  
Y. P. S. C. E. Beth Eden Baptist Church, Waltham  
Robert G. Shaw School, West Roxbury  
Auburndale Brotherhood, Congregational Church, Auburndale  
So. Framingham Newspaper Men and Families at the House of Edison Light  
Medfield Grange, Medfield  
St. John's Royal Arch, Chapter of Masons, East Boston  
Boston Girls' High School, Boston  
Second Congregational Church, Winchester  
Baalbec Lodge of Masons, East Boston  
Men's League, Baptist Church, Hyde Park  
Faneuil Improvement Association, Faneuil  
The Woburn M. E. Church, Woburn  
Charles Gordon Ames Brotherhood, Church of the Disciples, Boston  
Wonohaquahan Tribe of Red Men, Somerville  
Allston Council, Royal Arcanum, Allston  
Elm Council, Royal Arcanum, West Somerville  
Highland Chapter, O. E. S., Somerville  
Jamaica Plain Baptist Church, Jamaica Plain  
Bethlehem Court of Foresters, Roslindale  
Men's Club, West Somerville Congregational Church, West Somerville  
Men's Club, M. E. Church, Newton Lower Falls  
Parents Association, John Cheverus School, Orient Heights  
Winter Hill Congregational Church, Somerville  
Berean Class, Baptist Church, East Boston  
Congregational Church, Brighton  
Men's Class, Trinity M. E. Church, Charlestown  
Ladies' Aid Society, Weston M. E. Church, Weston  
St. Mary's Hall, Cooper St., Boston











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